

WISCONSIN URBAN FORESTRY COUNCIL MEETING

June 30, 2017; 8:30 AM – 3:00 PM

Location: Pike Creek Horticultural Center H120, Gateway Technical College Kenosha Campus

Address: 3520 30th Avenue (Administration Office), Kenosha, WI 53144

Campus Map: <https://www.gtc.edu/sites/default/files/files/documents/1426780111/KenoshaCCombinedNEW.pdf>

Parking: For parking lots, see items A-E on the map above.

MEMBERS IN ATTENDANCE: Wendy Braun, Marla Eddy, Mark Freberg, August Hoppe, Leif Hubbard, Shirley Brabender Mattox, Donald Merkes, David Sivyer, Jordan Skiff, Dwayne Sperber, Jeffrey Treu, Martin Whitehead, Jeff Wolters
EX-OFFICIO (NON-VOTING) MEMBERS IN ATTENDANCE: Sara Minkoff, Jeff Roe, Brian Wahl
GUESTS (NON-VOTING) IN ATTENDANCE: Bob Benjamin, Dan Buckler, Matt Collins, Courtney Greve, Matthew Koepnick, Laura Lorentz, Scott Lyon, Don Peterson, Aaron Schauer, Jim Warren, Jeff Wilson
MEMBERS ABSENT: Todd Chwala, Patty Dreier, Thomas Dunbar, Kristin Gies, Thomas Landgraf, Kim Miller, Tony Nowak, Daniel Siewert, Blake Theisen, Kelli Tuttle, Les Werner, Shahla Werner, Curt Witynski

AGENDA:

Item #	Time	Topic	Person/People Responsible
1.	8:30 – 8:45 am	Call WI UFC Meeting To Order: ➤ Welcome + Introductions ➤ Agenda Repair ➤ Approve March 29, 2017 Minutes	David Sivyer, chair, and Council members
2.	8:45 – 9 am	Welcome to Gateway Technical College	Courtney Greve, chair, and Aaron Schauer, instructor/program director of the arboriculture/urban forestry program, at Gateway Technical College
3.	9:00 – 9:15 am	WI DNR and Rotary Clubs of WI: tree planting partnerships	Laura Lorentz and Sara Minkoff, DNR
4.	9:15 – 9:45 am	Arborist Apprenticeship Program Update: ➤ National workforce development efforts ➤ WI's apprenticeship program, goals and objectives	Jeff Wilson, Tree Care Industry Association Board Member
5.	9:45 – 10:00 am	Nominating Committee Report and Vote	Jordan Skiff, chair, Nominating Committee
	10:00 – 10:15 am	BREAK	
6.	10:15 – 11:35 am	Kenosha/Racine EAB Mechanized Tree Removal and Utilization Project Panel Presentation: ➤ Matt Collins: general project overview/funding ➤ Don Peterson: mechanized removal ➤ Dwayne Sperber: utilization topics including MSOE, USGBC WI and new Urban Wood Network	Matt Collins, Kenosha County Parks Director; Don Peterson, Renewable Resource Solutions; Dwayne Sperber, WI UFC and WI Urban Wood; Brian Wahl, DNR, moderator
7.	11:35 am – 12:05 pm	DNR Urban Forestry Team Updates: 1. Summary of NAASF UCF Meetings: JR 2. Community Survey Update: LL 3. Coordinators' Update: BW 4. Introduction of new Staff, Dan Buckler: DB	Dan Buckler, Laura Lorentz, Jeff Roe, and Brian Wahl, DNR
8.	12:05 – 12:40 pm	Future Agenda Items + Meetings: ➤ Passing the gavel to Jordan Skiff ➤ Open Forum + Future Agenda Items including biennial report, issue groups, member roundtable ➤ Meetings Dates and Locations 2017 and 2018 ➤ Meeting with MnSTAC: 10/12-13/17, Eau Claire	David Sivyer, chair, and Jordan Skiff, vice chair

	12:40 – 1:45 pm	WORKING LUNCH <u>Issue Group Meetings:</u> Advocacy, Species Diversity, Stormwater, Urban Wood Utilization. Please join one of these for lunchtime conversation.	Council members
9.	1:45 – 3:00 pm	Gateway Technical College Arboriculture/Urban Forestry Technician Program: ➤ Presentation and Tour	Aaron Schauer, Gateway Technical College Arborist Program Instructor
10.	3:00 pm	ADJOURN	

1. Call Meeting to Order

8:30 – 8:45 AM	<u>Lead</u> <i>David Sivyer and Council Members</i>	<u>Length</u> <i>15 MINUTES</i>	<u>Type</u> <i>UPDATES + APPROVE MINUTES</i>
<u>Description:</u> Call WI UFC Meeting To Order at 8:35 a.m.: <ul style="list-style-type: none"> ➤ Welcome + Introductions ➤ Agenda Repair ➤ Approve March 29, 2017 Minutes 			
<u>Outcome:</u> Approve March 29, 2017 Meeting Minutes			
<u>Preparation:</u> Review March 29, 2017 Meeting Minutes (sent with June agenda)			
<u>Discussion Comments:</u> David Sivyer introduced guests: Bob Benjamin, Aaron Schauer, Jim Warren, Marcia Wensing, and Jeff Wilson. David announced that the college president, Dr. Bryan Albrecht, was unable to join us but that we would have a welcome address from Courtney Greve, chair of the arboriculture/urban forestry program at Gateway Technical College, in his place. Sara Minkoff reminded members to complete the Wisconsin State Open Records Training before July 1 and notify her when you have successfully completed it. Sara explained our lunch plans: We will divide into Special Issue Groups while eating our catered lunch after it arrives. We can meet in the meeting room, the Soils Laboratory across the hall, and the Commons Area in the foyer.			
<u>Decisions ([Method]):</u> March 29, 2017 meeting minutes approved. Motion made by Dwayne Sperber and seconded by Mark Freberg. All voted in favor to approve.			
<u>Action Items:</u> Sara Minkoff will post approved minutes on Council webpage.			

1. Welcome to Gateway Technical College

8:45 – 9 AM	<u>Lead</u> <i>Courtney Greve, chair, and Aaron Schauer, instructor/program director of the arboriculture/urban forestry program, at Gateway Technical College</i>	<u>Length</u> <i>15 MINUTES</i>	<u>Type</u> <i>INFORMATIONAL</i>
<u>Description</u> Courtney Greve and Aaron Schauer welcomed the Council to the college and invited members to use the facility again for meetings if needed.			

2. WI DNR and Rotary Clubs of WI: tree planting partnerships

9:00 – 9:15 AM	<u>Lead</u> <i>Laura Lorentz and Sara Minkoff, DNR</i>	<u>Length</u> <i>15 MINUTES</i>	<u>Type</u> <i>INFORMATIONAL</i>
<u>Description:</u> WI DNR and Rotary Clubs of WI: tree planting partnerships			
<u>Outcome:</u> Information exchange			
<u>Discussion comments:</u> Sara reported that earlier this spring the DNR Urban Forestry team became aware of a new global initiative from Rotary International to encourage local Rotary Clubs to plant a tree for each of their members between the start of the Rotary year (July 1, 2017) and Earth Day 2018 (April 22). This was delivered as a call to action from the Rotary International President-elect, https://www.rotary.org/en/2017-18-ri-president-ian-hs-riseley-announces-his-presidential-theme (fifth paragraph). We have identified that this initiative has great potential to expand tree canopy in our state. Our team has connected with Rotary District leaders in Wisconsin and is providing technical support as they communicate with the many clubs across the state. The structure of Rotary is decentralized and clubs are locally-controlled, so we anticipate many diverse approaches to this challenge; from planting landscape trees in communities and parks to reforestation efforts. Regardless of the approach we are excited to provide support in increasing Wisconsin's tree canopy. We have had contact with three Rotary District Governors and have spoken with local clubs in Oshkosh, Fond du Lac, Edgerton, La Crosse, Shawano, and Madison. Rotary leadership of Wisconsin has shared resources developed by our team and we expect to receive additional inquiries as the word spreads to more clubs. We are looking forward to growing this potential partnership for a sustainable approach to tree planting across Wisconsin. This project has terrific potential to engage and educate new participants in urban forestry and extend our capacities for increasing the number of trees planted and cared for in our communities. The DNR UF Staff lead contacts for Rotary projects in WI are Laura Lorentz, Sara Minkoff, Tracy Salisbury plus all UF Coordinators.			
Several members had some questions:			
1. Council members are encouraged to reach out to their local Rotary Clubs to connect them with UF Coordinators.			

Items in **Yellow** need Action

Items in **Turquoise** should be added to next Agenda

2. There may be DNR grant funds available for a limited number of projects but the club may not qualify on their own if they do not have 501(c)3 status. They would need to have a partnership with another organization with 501(c)3 status.
3. It was suggested that the technical colleges with urban forestry programs could be involved.
4. Brian Wahl provided some local examples.

Action items: Council members were encouraged to contact their local Rotary Clubs to inquire about any plans for tree planting activities and offer DNR UF staff members to provide technical support.

3. Arborist Apprenticeship Program Update

9:15 – 9:45 AM	<u>Lead</u> Jeff Wilson, Tree Care Industry Association Board Member	<u>Length</u> 30 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> Arborist Apprenticeship Program Update:			
<ul style="list-style-type: none"> ➤ National workforce development efforts ➤ WI's apprenticeship program, goals and objectives 			
<u>Outcome:</u> Information exchange			
<p><u>Discussion comments:</u> Jeff Wilson gave an introduction to the Tree Care Industry Association and the organization's involvement with the apprenticeship program, giving recognition to the contributions from both August Hoppe and Brian Wahl. He talked about the shortage of qualified candidates for tree care jobs and the approach from the tree care industry to attempt to remedy this through increased employment and education paths. Wisconsin had the first apprenticeships in the US and was the first state to adopt an apprenticeship program for arborists. This program has now been approved for adoption nationally through the US Department of Labor and TCIA has contracted with several states to serve as administrator for their programs. TCIA's lead on this is Brigitte Orrick.</p> <p>Discussion:</p> <ul style="list-style-type: none"> ➤ How can the Council help to accelerate the program in Wisconsin? ➤ Big challenge is marketing and increasing awareness of the program. Need more employees to sign on to the program. ➤ Milwaukee is providing arborist training in-house. ➤ Martin Whitehead suggested a connection with nonprofit organizations working with underserved youth on issues of employment and education. ➤ David Sivyer suggested the Council consider adding a new Special Issue Group on workforce development. ➤ Share the WAA Careers website tab. ➤ Connect municipalities and tree care companies to post Arborist apprenticeship information on their website. ➤ With arborist as an officially recognized profession (by Department of Workforce Development), high school counselors can now refer students to these programs as a post-high school options. ➤ TCIA is developing a new website to share information about job and training opportunities. 			
<u>Action items:</u>			

4. Nominating Committee Report and Vote

9:45 – 10:00 AM	<u>Lead</u> Jordan Skiff, chair, Nominating Committee	<u>Length</u> 15 MINUTES	<u>Type</u> DISCUSSION + VOTING
<u>Description:</u> Nominating Committee Report and Vote			
<u>Outcome:</u> Approve slate of nominees from Nominating Committee for approval from Secretary.			
<u>Preparation:</u> Review information about potential nominees (sent with June agenda)			
<p><u>Discussion comments:</u> Jordan Skiff, Nominating Committee chair, reviewed the credentials of the four nominees (Will Andresen, Kirsten Beyer, Keith Hardie, and Maggie Pipek) and opened the floor for any questions or comments. He stated that all four have been approved by the Nominating Committee. He reminded Council members that the Council will vote on these as a block and the names of all Council-approved candidates will be sent to the Secretary for her approval and appointment.</p> <p>Jordan Skiff called for a motion to approve these four candidates; Jeff Treu made the motion and Don Merkes seconded it. The motion passed with a unanimous vote.</p> <p>Jeff Roe reminded members to continue to send names of potential Council members to Jordan Skiff, Sara Minkoff, or</p>			

him; Sara will keep a file of these names for future consideration as needed.

Jordan Skiff announced that the Nominating Committee recommends August Hoppe to become the in-coming Vice Chair of the Council and Chair of the Nominating Committee to fill the now vacant spaces created as Jordan takes on the Chair position. Jordan made a motion for this action and Shirley Brabender Mattox seconded it; the motion passed with a unanimous vote. Marla Eddy is now stepping off the Executive Committee. New Executive Committee members are: Jordan Skiff, chair; August Hoppe, vice chair; and David Sivy, past chair.

Jordan Skiff asked for volunteers among the current Council members to serve as mentors to the new members. Dwayne Sperber agreed to mentor Maggie Pipek and Kelli Tuttle agreed to mentor Keith Hardie. We will need mentors for Will Andresen and Kirsten Beyer. Jeff Roe suggested inviting Kim Sebastian to attend Dr. Beyer's first Council meeting since they are acquainted.

Jordan Skiff also announced that the Nominating Committee will be proposing some minor edits to the current **Council by-laws** and that they hope to bring them to the next Council meeting for consideration, with voting to occur at a later meeting. He mentioned these ideas in an email sent in April 2017. They include consolidating the current three education positions to two and changing the wording of two of the at-large members to add an urban wood representative and a statewide legislative liaison.

Decisions ([METHOD]): All four Council nominees were approved by the Council.

Action items: Sara Minkoff will forward the approved nominees to the Secretary for approval and appointment and prepare official appointment letters. Sara will work on the by-law amendments and bring to the Council at a future meeting.

10:00 – 10:15 AM BREAK

5. Kenosha/Racine EAB Mechanized Tree Removal and Utilization Project

10:15 – 11:35 AM	<u>Lead</u> Matt Collins, Kenosha County Parks Director; Don Peterson, Renewable Resource Solutions; Dwayne Sperber, WI UFC and WI Urban Wood; Brian Wahl, DNR, moderator	<u>Length</u> 80 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> Panel Presentation moderated by Brian Wahl, DNR Kenosha/Racine EAB Mechanized Tree Removal and Utilization Project: <ul style="list-style-type: none">➤ Matt Collins: general project overview/funding➤ Don Peterson: mechanized removal➤ Dwayne Sperber: utilization topics including MSOE, USGBC WI and new Urban Wood Network			
<u>Outcome:</u> Information exchange			
<u>Discussion comments:</u> All presenters used PowerPoint presentations for their portions of this agenda item. Presentations have been archived with the DNR and are available for viewing by request.			
<u>Action items:</u> Members asked for Don Peterson's email address to be included in the meeting minutes: don@renewableresourcesolutions.com .			

6. DNR Urban Forestry Team Updates

11:35 AM – 12:05 PM	<u>Lead</u> Dan Buckler, Laura Lorentz, Jeff Roe, and Brian Wahl, DNR	<u>Length</u> 30 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> DNR Urban Forestry Team Updates: <ul style="list-style-type: none">➤ Summary of NAASF UCF Meetings: JR➤ Community Survey Update: LL➤ Coordinators' Update: BW➤ Introduction of new staff, Dan Buckler: DB			
<u>Outcome:</u> Information exchange			
<u>Discussion comments:</u>			

1. Dan Buckler introduced himself and his DNR positions with the Urban Forest Assessment.
2. Jim Warren gave an update on the DNR strategic alignment and Division of Forestry's Strategic Direction efforts. He suggested the Council consider including a more detailed look at this at a future Council meeting when these changes have been completed and new structure is more fully implemented. With the changes, Jim is no longer involved in the urban forestry team; he thanked Council members for their time and engagement in urban forestry issues across the state and said he feels that the Council has gotten more effective and involved over the past several years. Jim stated that Jeff would share more information on DNR and Forestry changes when the new leadership is in place.
3. Jeff Roe reported on the NAASF UCF meetings recently held in Madison with Olivia Wittun taking the lead as chair of the group. There were representatives from 20 northeastern US states and the District of Columbia in attendance, as well as several US Forest Service employees and WI DNR staff members. Jeff thanked David Sivyer and Jordan Skiff for attending to represent the Council. He commented that the DNR Forestry leadership in attendance learned about Wisconsin's high level of support. Some of the topics addressed included: the Arbor Day Foundation's initial reworking of the Tree City USA Growth Award program, conversations on best ways to share grant opportunities, federal budget challenges to urban and community forestry, and announced a new initiative to compile resources related to approaches to deal with stormwater.
4. Jeff Roe talked about the State of Wisconsin's level of support for urban forestry—one of the highest across the northeastern states.
5. Jeff Roe mentioned that the new UF Coordinator, Brad Johnson, started working for the UF team on Monday. His office will be in Spooner and he will be attending the October joint meeting with MnSTAC.
6. Jeff Roe announced that today's meeting is Brian Wahl's last meeting as the UF Coordinator representative. Tracy Salisbury will be serving in that capacity next and will attend the Council's next meeting.
7. David Sivyer comments that it was informative to learn about other state's struggles to fund their urban forestry work. Wisconsin stands out along their NAASF UCF colleagues for the depth and breadth of the programs offered. David expressed concerns about the direction the Arbor Day Foundation is taking the Tree City USA program. He agrees that this needs a fresh approach but that the current proposal for the new Sustainability Awards is not realistic for most communities.
8. Marla Eddy reported that the NAASF UCF meeting included an urban forestry tour in the Madison area, which was very well received. She coordinated stops along the tour including Troy Gardens/Community Groundworks, downtown Silva cells, to learn about invasive jumping worms at the UW-Madison Arboretum, and The Wood Cycle operations. She had the opportunity to share Madison's edible gardens program with participants, as well.
9. Laura Lorentz commented that the connection between urban forestry and public health is gaining momentum and attention; the NAASF UCF Subcommittee created a group on this topic at their recent meetings in Madison. She also stated that this year the DNR is partnering with Dr. Rich Hauer of UWSP to survey nearly 700 Wisconsin communities about their municipal urban forestry programs. This survey has been done three times in the past (1992, 1999 and 2008) and the DNR is excited to contribute to this longitudinal study. The survey provides information on urban forestry programs across the state, in large and small communities, and since it has been repeated multiple times over the last 25 years, we can look at trends in program capacity.
10. Brian Wahl shared news from the coordinators including an update on the partnerships between DNR and Wisconsin's professional sports teams: First Downs for Trees/Packers, Root, Root, Root for the Brewers/Brewers, and Threes for Trees/ATC/Bucks. He referred to the DNR-produced Playbook that was distributed nationally as a reference guide. Brian informed the group of our ongoing partnership with UW Extension to provide urban forestry-related workshops across the state; this year's topic is pruning. We recently offered chain saw safety training through UW Extension, as well. Planning for the next CTMI class (version #5) is underway and coordinators are recruiting participants. All coordinators are holding networking meetings this summer in all regions. Brian announced that the UF Grants have now been opened; applications are online.
11. Scott Lyon discussed the newly formed DNR cross-program working group formed to talk about how the DNR can provide better service to partners dealing with urban wood utilization issues; the team includes representatives from urban forestry, forest products, and forest health. Laura Lorentz is serving as working group lead. Scott will join the Council's Urban Wood Utilization Special Issue Group during the lunch meetings today. The group's first task was to come to a group agreement on the definition of urban wood and to define each team's roles and responsibilities in this area. The Forest Products team is hosting a one-day conference/workshop in the fall with architects and building designers regarding wood construction in Wisconsin and Dwayne Sperber is scheduled as one of the presenters, along with other topics including mass timber construction. Scott also announced that the Village of Kaukauna recently sold some urban logs to a paper mill for paper production.

12:40 – 1:45 PM WORKING LUNCH AND ISSUE GROUP MEETINGS

Issue Group Meetings: Advocacy, Species Diversity, Stormwater, Urban Wood Utilization.
Please join one of these for lunchtime conversation

7. Future Agenda Items + Meetings

12:05 – 12:40 PM	<u>Lead</u> <i>David Sivyer, chair, and Jordan Skiff, vice chair</i>	<u>Length</u> <i>30 MINUTES</i>	<u>Type</u> <i>DISCUSSION</i>
<p><u>Description:</u> Future Agenda Items + Meetings:</p> <ul style="list-style-type: none"> ➤ Passing the gavel to Jordan Skiff ➤ Open Forum + Future Agenda Items including biennial report, issue groups, member roundtable ➤ Meetings Dates and Locations 2017 and 2018 ➤ Meeting with MnSTAC: 10/12-13/17, Eau Claire 			
<p><u>Outcome:</u></p>			
<p><u>Discussion Comments:</u></p> <p>David expressed his thanks to all Council members and reflected on some of the recent accomplishments:</p> <ol style="list-style-type: none"> 1. Joint meeting with the Council on Forestry 2. Making connections with MnSTAC 3. Reaching out across the region. He mentioned that Jill Johnson, our USFS contact, sees value to establishing relationships across state boundaries. 4. Meetings that include “fun with a purpose” with agendas that included themed meetings with meaningful tours and different perspectives. <p>He handed off the gavel to Jordan Skiff and noted that he is confident that Jordan can continue to provide a high level of leadership and excellence to the Council.</p> <p>Jordan thanked David for the high level of professionalism and leadership he brought to the chair position and applauded him for speaking up for his principles, especially around the issue of the devastation from EAB, the DNR budget allocations, and the state stormwater remediation approach.</p> <p>Jordan announced that we will hold a Council meeting in August, most likely in the Stevens Point area and that information on date, location, and agenda would be coming to all members soon. This meeting may focus on the DNR’s collaboration with UW-Stevens Point’s urban forestry program and could include: an update on the status of the DNR’s alignment process, impacts of the federal and state forestry budgets, ground water concerns in the Central Sands Region from Patty Dreier and a groundwater expert, and Council Awards information.</p> <p>Jordan reminded members of the October 13 meeting at The Oxbow Hotel in Eau Claire where we will be holding our second joint meeting with our Minnesota counterparts, members of MnSTAC (Minnesota Shade Tree Advisory Committee). We have also invited colleagues from neighboring states (Iowa, Illinois, Indiana, and Michigan) to join us to gauge regional interest in sharing resources.</p> <p>Jordan stated that he wants the Council to produce another biennial report but this version will be simpler. The idea is to use this format to communicate with DNR leadership regarding the Council’s priorities and concerns. He plans to roll out the report template at the next Council meeting. The report will include a summary from each Issue Group. He suggested that the Issue Groups plan to meet over a working lunch during every other Council meeting and share a report to the full Council afterward.</p> <p>At a future meeting, Jordan will also ask the Council to review the current Issue Groups to ensure they are still relevant and to see if there are other topics we want to explore through new Issue Groups, such as the apprenticeship program or public health connections to urban forestry.</p> <p>Another item Jordan will bring back to Council meetings is an opportunity for members to share any professional news of relevance to the group through roundtables; we’ll devote approximately 30 minutes to this at each meeting. If anyone has a specific topic they want to address at a Council meeting, Jordan encouraged everyone to reach out to him before the meeting so he can include the topic on the agenda as part of the roundtable part of the meeting.</p>			

Jordan hope to establish meeting dates in advance whenever possible, and acknowledged that this approach has pros and cons. He plans to include a conversation about this idea at the next Council meeting. One idea is to hold meetings on a consistent date such as the second Friday of March, June, September and November each year. (In 2018 these dates are: March 9, June 8, September 14, and November 8.) Some members suggested we return to starting the meetings at 9:30 am instead of 8:30 am to allow for travel time.

Jeff Roe stressed that Council members are welcome to share concerns, questions, issues, etc. on urban forestry-related topics with any of the DNR UF staff or the Council Executive Committee at any time.

Jeff Treu requested space on the next meeting agenda to discuss the Council Awards program.

Decisions ([Method]):

Action Items:

8. Gateway Technical College Arboriculture/Urban Forestry Technician Program

	<u>Lead</u>	<u>Length</u>	<u>Type</u>
1:30 – 3:00 PM	Aaron Schauer, Gateway Technical College Arboriculture/Urban Forestry Technician Program Instructor	90 <i>MINUTES</i>	<i>INFORMATIONAL + TOUR</i>
<u>Description:</u> Presentation and Tour of Gateway Technical College Arboriculture/Urban Forestry Technician Program			
<u>Discussion Comments:</u> Aaron gave an overview of his background, discussed the formation of Gateway’s urban forestry and arboriculture program, and shared his marketing strategies. He remarked on the need to share the program information widely to attract students from the area. See PowerPoint for additional details. Aaron is utilizing a broad array of marketing avenues including the Internet, videos, flyers, rack brochures, Snapchat, and High School recruiting events. He invited Council members to share the information and offered to host future meetings. His PowerPoint presentation has been archived with the DNR and is available for viewing by request.			

3:00 PM ADJOURN